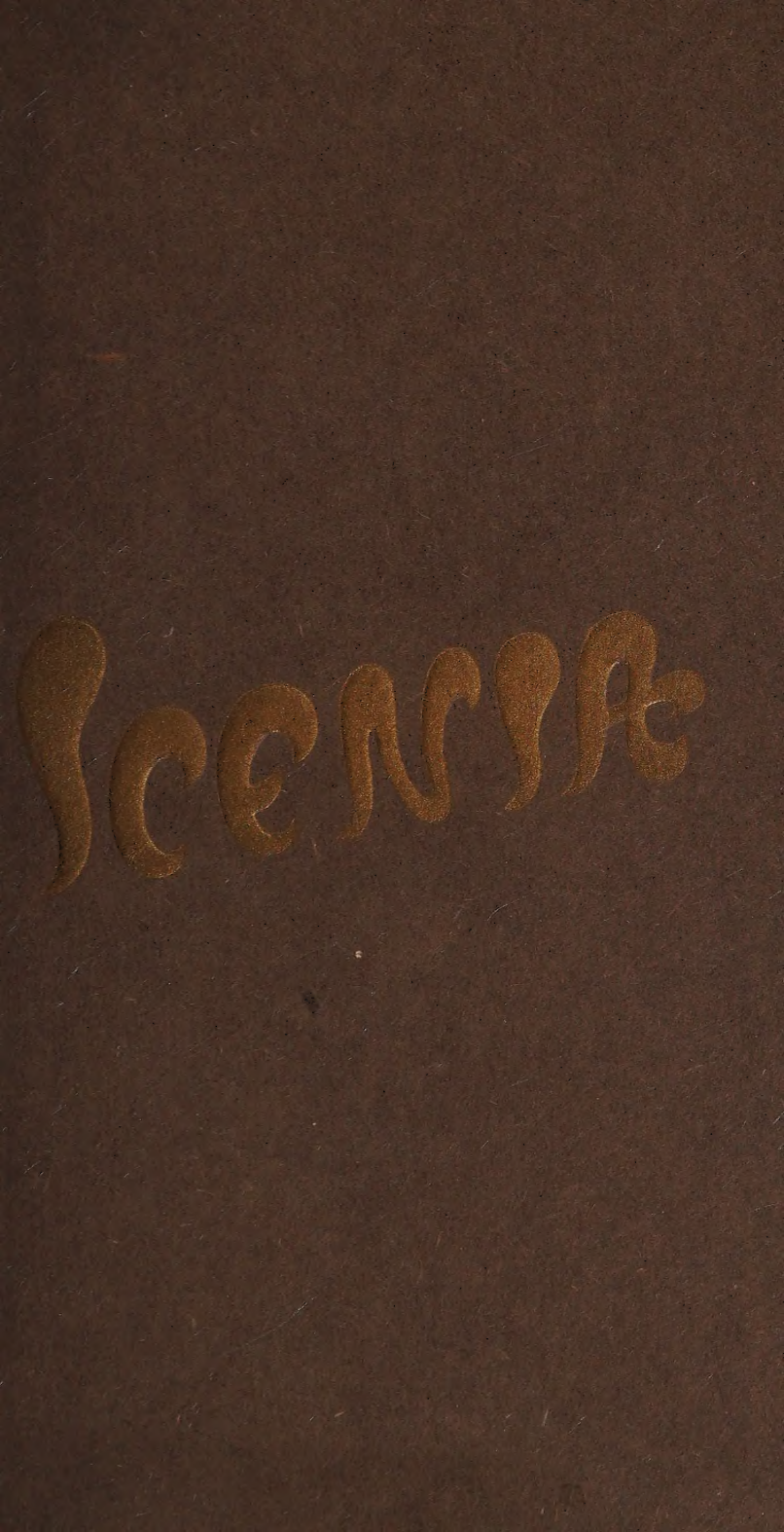
Scenes

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Icenia

PERFUME and dainty Toilet Articles are so well known and firmly established in favour as to render superfluous any extended eulogy of their merits.

The series is entirely perfumed with that delightful scent from which they are named, so that in using them there is no violent clashing of odours such as occurs when toilet articles of different makes are used. Ladies will appreciate this.

They are all made with the greatest care from purest materials, and are absolutely reliable, and always the same.

They contain no arsenic or other dangerous mineral ingredients, which, although giving a temporary clearness to the skin, subsequently do a great deal of harm.

On the following pages a short description of each will be found. Other articles are in preparation.

Icenia

The Perfume of Distinction:

1/6

5/-

2/6

In elegant Cut Glass Stoppered Bottles.

Dainty Sample Bottle at **3d.**

Larger sizes of **Icenia** may be had in Caskets, suitable for presentation,

10/6 and **£1 1s.**

Distinctiveness

is the Keynote to be struck when adopting a Perfume.

Something that will immediately and pleasurably strike the senses, captivate them, and remain as a fragrant memory after the wearer has gone.

Icenia is one of those delicately fragrant perfumes, quite distinct from all flower blends, and especially different from the class of cheap rank odours which seek to imitate the best and costly perfume

There is a delicate memory-haunting fragrance in **Icenia** that gives that distinctive note to its wearer.

Many perfumes, although pleasing at first, pall and become oppressive after a little time. **Icenia** never does this. It retains its freshness to the last.

Icenia
Beauty Cream.

A true Skin Food, that contains no animal fats or poisonous ingredients. It does not cause growth of superfluous hair.

Cultivates the perfect texture of skin and clear complexion so desirable.

In Large Jars, **1/3** each.

The Skin Beautiful.

BEAUTY by all the laws of Nature should be the right and heritage of every woman.

Are not the skin and complexion of nine-tenths of human beings perfect at birth? What a pity then not to keep them so instead of allowing them to steadily deteriorate.

Beauty in itself– the beauty of form and feature is given to some but not to all—yet all may be beautiful by sensible attention to the skin, teeth, hair and nails, but especially to the skin, for the effect of the most classic outline and perfect features is spoilt by a muddy complexion. On the other hand a clean clear wholesome smooth skin goes far to make up for plainness of feature, for, after all, plainness is only a comparative term.

No woman can be plain who possesses the velvety peach-like complexion that the sensible and constant practice of health hygiene, diet, and the regular use of the Icenia Beauty Cream brings.

Icenia Beauty Soap.

IN the preservation of a smooth clear Skin the importance of using a soap which is made from pure materials, and is free from rancid fats, strong alkali, and the like, is well known.

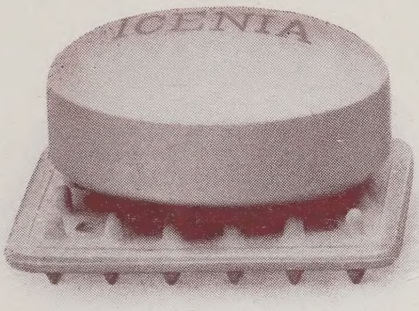
This Soap fulfils all these requirements. It is a pure Super-Creamed Emmollient Soap, and gives a delightful creamy lather.

It is perfumed with Icenia.

4d. Tablets.

Box of 3 Tablets, **1/-**

Icenia Bath Soap.



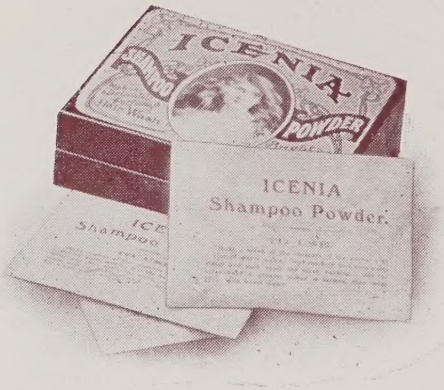
THERE can hardly be two opinions as to the value of the daily bath as a health promoter.

Regular bathing is very necessary to keep the skin in healthy condition, and the choice of a good soap is most important.

The Icenia Bath Soap fulfils all requirements, as to purity and freedom from strong alkali, required in a high class soap. Its rich creamy lather, fragrant perfume, and the refreshing invigorating effect on the skin are at once appreciated by users of it

Large Tablets, **6d.** each. **5/6** per dozen

Icenia Shampoo Powders.



THE silky lustre of long hair can only be preserved by regular shampooing. This should be done every few weeks, or, if the hair is naturally oily, rather oftener, and Icenia Shampoo Powder used. This is much better for the hair than ordinary soap. It frees from grease and scurf and leaves it bright, glossy, and with a tendency to curl.

The fragrant scent of Icenia is given to it.

Powders, **2d.** packet.

7 Packets for **1/-**

Full directions are given for use.

Icenia Toilet Powder

AN exquisitely fine and impalpable powder for giving the finishing touch to a lady's toilet. Composed of the purest and most harmless ingredients it can be used safely by persons whose skin is irritated by ordinary powders. It adheres closely to the skin and is invisible, absorbing all perspiration and taking away all shininess.

In Four Tints,

Blanche. Rose. Naturelle. Rachel.

7½d. Box.

Icenia Face Leathers.

SPECIALLY prepared from the finest chamois skins by a scientific process for use in conjunction with the Icenia Beauty Cream.

Far superior to the ordinary puffs for applying powder to the skin, besides removing any dust, smuts or greasiness that cling to it.

Sold in a neat Box. 4½d. each

Icenia
Perfume Sachets.

THESE dainty little Packets of Perfume retain their strength for a long period. They are used for placing in drawers, wardrobes, or sewing into the dress, and communicate the subtle distinguishing odour of Icenia to the clothes, linen, handkerchiefs, gloves, etc., amongst which they are kept.

Price, **6**d.

Sample Packet, **1**d

Icenia Cachous.

THE ICENE COMPANY have lately introduced a Cachou perfumed with Icenia which bids fair to become immensely popular.

These are now on sale at

3d. & **6**d. per Packet.

Icenia Shaving Soap.

THE SMOOTH CREAMY LATHER produced by this, the latest of the Icene Co.'s products, is very different from the frothy drying lather from a common soap, and makes the operation of shaving at once expeditious and easy.

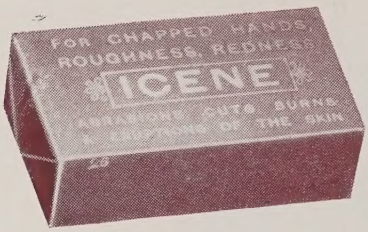
The face is wetted and the soap rubbed on. A good full shaving brush then gives the cream-like lather which is non-drying, and leaves no smarting afterwards.

The Acme of Comfortable Shaving.

In Nickel-plated Cases.

10d. per Stick.

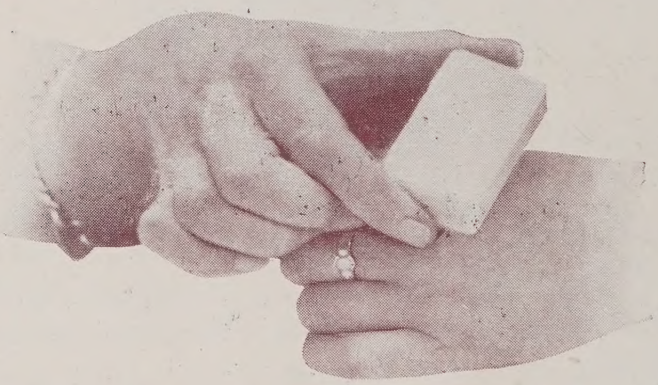
Icene for Rough Skin.



CHAPS, Cracked Lips, Cracked Skin on hands and face, Cuts, Abrasions, and Rough Skin caused by cold water, wintry weather or rough usage.

Most Simple in use.

A Cake of Icene is gently rubbed over the skin in this way.



The effect is marvellous, one application frequently being sufficient to heal the skin The immediate effect is to gain a sense of comfort and relief.

It is very cleanly in use.

Not a messy ointment or sticky lotion, but a small white cake to rub on

Price, **3d.** per Cake.

Sample Tablet, **1d.**

ICENIA
"ICENIA" preparations
SOLD BY
CHEMISTS AND PERFUMERS.
WHOLESALE OF
THE ICENE CO.,
108, DALE END,
BIRMINGHAM.